

LOYALTY AND GOOD BUSINESS SENSE

Magalies Park's William van Mierlo has recently made a substantial addition to his fleet of Toro maintenance machines, as well as adding to his utility vehicles which were purchased from Smith Turf.

Magalies Park Golf Club is one of the more successful golf operations, with a large membership and a sizeable number of visitor rounds. William van Mierlo, the club manager who began his career in golf as a course superintendent, doesn't think twice when it comes to deciding which course maintenance equipment to purchase. "I have been a Toro fan for many years, not just because I believe that this equipment is better than its competition, but because of the help I receive from the company whenever I might need it," he says. "I know that whether it is a part I urgently need, or even a machine I might urgently need, I make one phone call and I know the guys at Smith Turf won't let me down."

The undulating course on the banks of the Hartbeespoort Dam which is overlooked by the Magaliesberg Mountains has shown dramatic improvement in recent years, and the consistent conditioning of the layout as well as the affordable rates charged to play has had much to do with the club's success. "The high number of rounds that are played on our course could never be sustained if we were to hike our prices, particularly as the economy has seen fewer golfers playing less often," says van Mierlo, who doesn't skimp when it comes to ensuring that his course superintendent has the tools to do his job. The recent purchases made by the club surpassed the R5 million-mark, which includes the new Club Car Utility vehicles. "I have heard that there might be a perception that Toro spares are more expensive than

those of other brands, but I have never found this to be true. Most importantly, I certainly believe that if well serviced at the supplier's suggested intervals, these machines perform perfectly for long periods. My course staff know that they must treat our machines as if they were their own property, and we have never had any breakdown problems."

contact

For more information

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LEFT: (Left to right) Magalies Park's Manager manager William van Mierlo, course superintendent Willie Snyman and Smith Turf's Steve Mangold